

- Junior golf instruction is provided by Santa Clara Golf & Tennis Club professionals, and PGA and LPGA Pros. Call 408-980-9515 for information

Northside Branch Library will open this summer

The pause button on the Northside Branch Library has been turned off, and it is now full speed ahead on final construction of the much-anticipated new facility in the Rivermark neighborhood. It is expected to open this summer.

The project was put on hold for eight months while the City negotiated with the State and County about the dissolution of the City's Redevelopment Agency, the primary funding source of the new branch. At its March 25 meeting, the City Council voted to use \$5 million of City funds to finish the construction rather than continue to contest the use of redevelopment funds and delay the opening of the branch any longer.

The 17,000-square-foot library is located on the corner of Rivermark Parkway and Moreland Way, close to Don Callejon School. It features a community room with 125 capacity, group study rooms, 40 public computers, a computer training room and special areas for children and teens. It will open with a starting collection of about 54,000 books, periodicals, CDs and DVDs, and a small bookstore operated by the Friends of the Library, with proceeds dedicated to additional library enhancements.

Information on the opening date and hours of operation will be posted on the City's website in the next few weeks.

Summer Holiday Schedule

All City offices including the library will be closed on Friday, July 4, for Independence Day. There will be no change to the solid waste collection schedule that week.



All City Picnic – July 4

Come celebrate Independence Day at the All-City Picnic! The picnic will be held in Central Park (909 Kiely Boulevard) from 12 noon - 5 p.m. on July 4. Bring a picnic lunch or purchase all-American foods prepared by local community groups. Sit back, relax, and enjoy live entertainment inside the Pavilion. Kids can have fun with carnival games, face painting, and swimming at the International Swim Center.

The event begins in the Pavilion with a welcome from the Mayor and a Flag Dedication Ceremony by Veterans Post 419 Honor Guard. You can then get up and dance to live music from bands performing cover tunes. The fun will continue into the evening, so bring your blankets and lawn chairs to the lawn area adjacent to the Community Recreation Center, where there will be music, a variety of food booths, and food trucks, followed by a patriotic fireworks display at 9:30 p.m. Call 408-615-3140 for additional information.

Ethics, Honesty, and Fairness in Public Service



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JUNE, 2014

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(408) 615-2210

City Showcases its assets with new website, branding strategy

With millions of new eyes around the world about to focus on Levi's Stadium and Santa Clara, City leaders have launched a new initiative to re-energize its brand image and develop an effective marketing strategy.

A Marketing Council Committee is meeting monthly to discuss ways to leverage the economic development opportunities that are being sparked by the new stadium. In addition to Council representatives and City staff, the committee includes community stakeholders such as local hotels, educational institutions, California's Great America, San Francisco 49ers, and the City's Chamber of Commerce and Convention & Visitors Bureau.

Assisting the committee is a team from the Harvard Business School Community Partners program that matches local Harvard Business School alumni with volunteer projects that could benefit from their management and business skills.

While the committee does its work, the City has already taken a big step in showcasing its assets with a snazzy new website called *emerge.santaclaraca.gov* that summarizes some of the best aspects of Santa Clara for business, living and entertainment.

The Marketing Committee meets on the third Wednesday of the month at 4 p.m. at Central Park Library. The public is welcome to attend. Agendas and presentation materials are posted on the City's website *santaclaraca.gov* under Government-Meetings.

Summer Concerts in the Park Continue

Through August 17

The City of Santa Clara's Concerts in the Park series continues with free performances on Monday evenings and Sunday afternoons at Central Park Pavilion. Monday concerts are at 7-8 p.m. and are sponsored by the Santa Clara Library's Youth Services Program; the Sunday concerts are 2:30-4 p.m. and sponsored by the City's Cultural Advisory Commission. See listing below:

Date/Time	Name of Band/Type
July 6 2:30-4 p.m.	The Gary Gates Band (Tropical Raggae/Jazz)
July 7 7-8 p.m.	Eric Herman (Kids' Concert)
July 13 2:30-4 p.m.	Bsides (1960's Rock/R&B/Soul)
July 14 7-8 p.m.	Captain Jack Spareribs Magic, Juggling, Comedy)
July 20 2:30-4 p.m.	Legally Blue (Blues)
July 21 7-8 p.m.	Family Fun Nights!
July 27 2:30-4 p.m.	The 357's (Youth Band)
July 28 7-8 p.m.	Family Fun Nights!
August 3 2:30-4 p.m.	The Megatones Rock 'n Roll/90's & 2000's/Funk)
August 10	Dave Rocha Hardbop Jazz Band
August 17 2:30-4 p.m.	Dave on the Green (Classic & 80's Rock)

Santa Clara Golf & Tennis Club News

Santa Clara Golf & Tennis Club, located at 5155 Stars and Stripes Drive, features 18 championship holes, lighted driving range, practice putting green, seven lighted tennis courts, pro shop, shower facilities, locker room and restaurant. Recently, the golf course has gone through some extensive course improvements. All greenside bunkers have been renovated, five tee boxes have been re-leveled and enlarged, and approximately 8,000 square feet of cart path has been repaved. Private and group golf lessons are available. For information, call 408-980-9515.

Junior golf and travel team available at the Santa Clara Golf and Tennis Club! The junior golf program is underway at the Santa Clara Golf & Tennis Club. This program is ideal for kids ages 8-17.

Program includes:

- FREE lesson clinics offered twice a week; attend as many as you want!
- FREE range balls
- FREE GOLF!
- Based on select times. Call 408-980-9515 for more information. For qualifying golfers, the junior team is a great way to gain tournament experience, play local courses, and meet other junior players. Kids can take advantage of free range balls and golf privileges every day into early December. Santa Clara residents receive priority registration. Assistance is available to those in need.